



Guangyang Secondary School

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Dear Parent,

Elements of Business Skills Subject Information – Secondary Three Normal

(Technical) 2023

1 Topics Covered:

**Please note that the dates indicated for the semester plan components are subject to changes. Students will be updated accordingly.*

Term 1 Course Outline

Tentative Schedule	Chapter	Topic
Week 1 – 3	1	Introduction to Business
Week 4 – 5	2.1	The Travel and Tourism Industry
Week 6 – 7	2.2	The Hospitality Industry (Week 7) Weighted Assessment
Week 8 – 9	2.3	The Retailing Industry
Week 10	2	Use of SLS* – Businesses in the Travel and Tourism, Hospitality and Retailing Industries

Term 2 Course Outline

Tentative Schedule	Chapter	Topic
Week 1 – 2	3	Introduction to Marketing
Week 3 – 5	4	The Marketing Mix – Product
Week 6 - 8	4	(Week 6) Weighted Assessment Marketing Mix – Pricing
Week 9 – 10	4	Use of SLS* – Marketing Mix (Product and Pricing)

Term 3 Course Outline

Tentative Schedule	Chapter	Topic
Week 1 – 2	4	Marketing Mix – Place
Week 3 – 5	4	Marketing Mix – Promotion
Week 6	4	Use of SLS* – Marketing Mix Weighted Assessment
Week 7 – 9	5	Communication With The Customers
Week 10	5	Use of SLS* - Communication

Term 4 Course Outline

Tentative Schedule	Chapter	Topic
Week 1 – 3	6	Customer Service Use of SLS* - Customer Service
Week 4 – 5	Revision in preparation for End-of-Year Examination	
Week 6 – 7	End-of-Year Examination	
Week 8 – 10	Review and Reflection of End-of-Year Examination	

Note: Coursework will be incorporated into term 3 and 4

*SLS – Student Learning Space portal

2 Assessment Modes:

Semester 1		Semester 2		Total
Weighted Assessment 1 [WA1]	Weighted Assessment 2 [WA2]	Weighted Assessment 3 [WA3]	Semestral Assessment [End-of-Year Exam]	
15%	15%	15%	55%	100%

3 Absence from Weighted Assessment/Tests:

- a. Medical certificates must be produced if your child/ward is absent for the weighted assessment/test.
- b. Parent's letter is strongly discouraged and its validity will be approved based on a case-by-case basis.
- c. Absence from any weighted assessment/test without a valid reason will result in zero mark for the weighted assessment/test.
- d. Do note that your child/ward will have to do a make-up weighted assessment/test on the day he/she returns to school.

4 Absence from Exams:

- a. Medical certificates must be produced if your child/ward is absent for the test.
- b. Re-exam will not be conducted but your child/ward will be required to attempt the exam papers as a practice.

We look forward to your continual and strong support for your child. This will definitely help him/her to better prepare himself/herself for the academic demands this year.

Do feel free to contact your child's Element of Business Skills teacher should you need further clarification on any matter.

Teacher

Mdm Atri Vasudha

Mr Kok Woon Poh

Thank you.